



POSITION DESCRIPTION

POSITION TITLE: Regional Sales Representative
DEPARTMENT: Retail Sales

FLSA STATUS: Exempt

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Regional Sales & Training Manager
POSITIONS MANAGED: None

POSITION PURPOSE

This individual is responsible for managing an assigned territory and developing incremental sales growth through selling and building relationships with key retailers across all channels at the regional and store level (including Hardware, DIY, Specialty & Mass). This individual is responsible for executing and communicating current programs, promotions, procedures, and policies with retailers on a field level in accordance with the strategy of each channel manager. This individual is expected to exhibit organization, planning and execution within their territory, while consistently tracking and communicating all information via CRM. Regional Sales Representatives are responsible for training, demonstrating, and troubleshooting Bona's complete line of maintenance products within the assigned territory. This individual works closely with and effectively communicates to the Regional Accounts Manager on a timely basis.

POSITION QUALIFICATIONS AND JOB DUTIES

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Minimum of a B.A. in a business discipline and/or equivalent work experience.
 2. Minimum of 3-5 years of retail experience (Hardware or DIY Channels).
 3. Must demonstrate self-motivation, enthusiasm, organizational skills, and be goal-oriented.
 4. Must demonstrate effective verbal and written communication and presentation skills.
 5. Must be able to travel 3 to 4 days per week for 60% of the year.
 6. Strong network and relationship building skills, problem-solving and sales skills.
-

JOB DUTIES:

1. Actively manage retail relationships within an assigned territory.
2. Train and Educate retailer personnel on Bona products.
3. Effectively communicate procedures, policy, and promotions on a timely basis to retailers.
4. Increase incremental sales growth by working with all field levels per direction.
5. Effectively communicate territory activities, both verbally and via weekly written reports, with Regional Accounts Manager, on a timely basis.

6. Support industry and Company related events and activities, including but not limited to retailer events/demos, trade shows, training schools, and regional training center activities.
 7. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
 8. Develop mutually beneficial, respectful, and effective relationships with peers to ensure seamless coordination between departments, maximize synergy, and maintain a shared vision, strategy, and focus.
 9. Other Duties- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.
-

CORE COMPETENCIES

1. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
2. **Team Player** - Identifies with the larger organizational team and their role within it by balancing team and individual responsibilities, sharing resources, responding to requests from other parts of the organization, supporting larger legitimate organizational agendas, and putting the success of the team above personal interests. Exhibits objectivity and openness to others' views, gives and welcomes feedback, contributes to building a positive team spirit, recognizes accomplishments of other team members, and builds morale and commitment to goals and objectives.
3. **Adaptability** – Utilizes a flexible approach or method to best match the environment, situation, or person. Manages competing demands and is able to adapt quickly and positively to frequent changes, delays, or unexpected events.
4. **Customer Orientation** – Views the organization through the eyes of the customer, anticipates and meets customer needs, solicits customer feedback to improve service, responds promptly, and effectively manages difficult or emotional customer situations
5. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions.

Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks

6. **Initiative** – Operates in a proactive manner, identifies needs and opportunities, calculates risks, and takes independent action. Undertakes self-development activities, seeks increased responsibilities, asks for and offers help when needed, and volunteers readily.
7. **Organizing and Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.
8. **Problem Solving& Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.
9. **Sales/Persuasion** – Establishes rapport and trust while determining customer needs, presents products or services that address the customer’s needs, overcomes objections, offers alternatives, persists and closes while maintaining rapport, and exerts influence over outcome through trust and competence.
10. **Technical Expertise** – Maintains the minimum knowledge and skills required for the position, assesses strengths and weaknesses, pursues training and development opportunities to continuously build skills, and serves as a resource for the organization.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 25% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. Must be able to lift 10-20 pounds (for example: packages, copy paper boxes, etc.)
5. Must be able to communicate effectively by listening and also in both written and verbal forms.

WORK ENVIRONMENT

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.
2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations

SIGNATURES

This job description has been approved by all levels of management.

Manager Signature: _____

Date: _____

Human Resources Signature: _____

Date: _____

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature: _____

Date: _____

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.